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Docket No.: 60097-0195

AMENDMENTS TO SPECIFICATION

Please replace the paragraph on page 8, lines 6-11 with the following amended paragraph:

Often, the time span 507 from the end of the program 501 to the point where the viewer has pressed the button 503 is tenths of seconds long. Thus, the first few seconds of any commercial break become extremely valuable as an opportunity to get the viewer to NOT skip the commercial break. Advertisers will pay additional money for the opportunity to occupy this space in the commercial breaks.

Please replace the paragraph on page 8, lines 22-28 with the following amended paragraph:

Referring to Fig. 6, the invention provides a method wherein the first few seconds 601 or last few 602, are carefully authored to provide a "teaser" to entice the viewer to watch multiple commercials during the break 603. This teaser might be a set of images or logos that indicate a commercial relating to that advertiser is present or a menu or short sequence of animations [[to]] designed to catch the viewer's attention and persuade him to watch the commercial break.

Please replace the paragraph on page 10, lines 16-20 with the following amended paragraph:

With respect to Fig. 9, the invention stores program material and ads on the storage device 903. The Viewer Interface module 901 displays the list of stored programs to the viewer and accepts the viewer program selections. The Playback Program module 902 finds and extracts the selected program from the Storage Device 903.